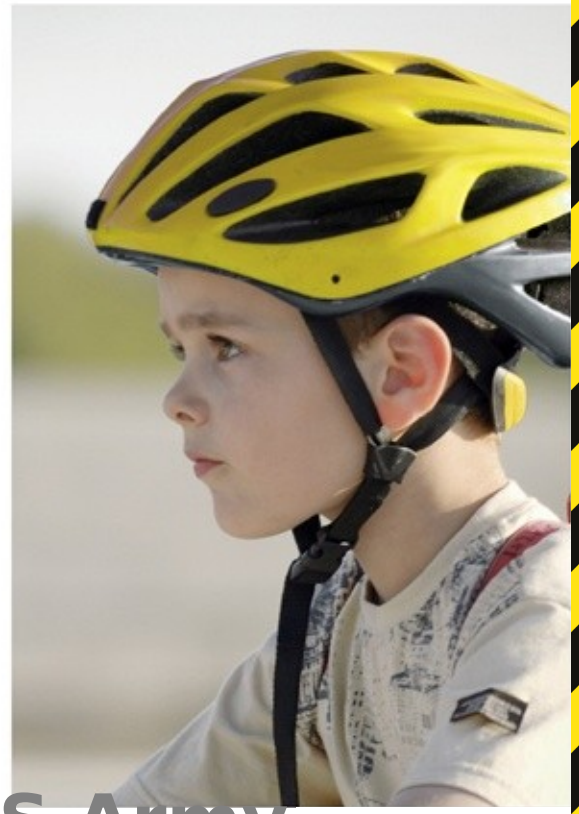


The Host Nation and US Army Europe Joint Traffic **Campaign** 2010/2011 „FIGHT THE RISK“

VTC outline

- Campaign Goals
- Campaign Concept
- Determination of Themes and Subjects fitting Units and target Group needs
- Establishment of workgroups
- Driver Training possibilities

Campaign Goals

- The primary campaign goal is: Reduction of accident rates and it's severity:

- of traffic and transportation mishaps and accidents;
  - on organizational premises (on post);
  - in public road traffic (off post);

- less on-the-job accidents in connection with transportation material movement and traffic on US Army, Air-Force and Navy Installations;

- in public road traffic;
  - less mishaps with AMV, POVs and other vehicles and equipment in road traffic
  - less mishaps on the way to and from work

Substantial measures

- Support sense of responsibility for own safety and health, as well as for others (buddy system) at transportation and traffic
- Change of behavior and adjustment of risk perception by information and education
- Utilization, use and enforcement of safe transportation modes
- Sensitization of particularly endangered target groups (e.g. young people- E1 to E4 age 18 - 24, DoDDS students and CYS youth)

Target Sectors and Groups

- military and occupational sector (tactical and non-tactical)
- public traffic sector
- educational sector

- Soldiers, DACs, LNs, children, students (on/off post)
- Contractors (on post)

Campaign Objectives

- **Objective 1 OFF DUTY LOSS REDUCTION**
- Reduction of off-duty accidental loss of young soldiers driving sedans
- Reduction of off duty accidental loss of leaders riding motorcycles

- **Objective 2 ON DUTY LOSS REDUCTION**
- Reduction of accidental loss while operating government equipment or driving government vehicles

- **Objective 3 CIVILIAN INJURY REDUCTION**
- Reduction of on the job injuries resulting in lost work time caused by all means of material transportation and handling

Campaign Objectives

Objective 1 OFF DUTY LOSS REDUCTION

- Young Soldiers and civilian employees are more aware of the risks of road traffic and adjust their behavior while understanding and accepting needs for rule compliance and defensive driving behavior, finally resulting in safe and fair driving skills routinely;

- All vehicle users and operators are more considerate to children on the roads.

- Principals, CYS & Scouts leadership review traffic education programs and adjust curricula's where necessary

- Teachers emphasize road safety training and behavior (culture) in accordance with the framework directives or the curricula.

Campaign Objectives

Objective 2 ON DUTY LOSS REDUCTION

- Military leaders and managers know more about the importance of traffic and transportation safety and incorporate this into the organization (planning) of their assigned tasks and missions;

- Commanders a er with Specialists, SME's e.g Master Driv &TMP personnel, Works' Councils are disseminators and multiplications to spread the campaign topic's within their AOR

Campaign Objectives

Objective 3 CIVILIAN INJURY REDUCTION

- Reduction of on the job injuries resulting in lost work time caused by all means of material transportation and handling
- Directors, supervisors and other project leaders know that the internal transport and traffic topics are important and apply this knowledge to workforce and other leaders (Leaders checking on Leaders)
- All people involved in internal transport know about the responsibility for themselves and others as well as physical and application limits for humans and technology, they show more responsibility and observe these limits better.

Campaign Contents and Main Topics

The campaign fields of activity are divided in four important sections:

- Internal transportation and traffic accidents
- Work- and business trip accidents (TDY) in public traffic
- Student traffic accidents at public and no public areas
- Accidents from and to work (LNs);Traffic Accidents on public roads (all including family members)

Major Campaign Phases

Awareness (Information)Phase

Persuasion - Buy In Phase

Implementation Phase

Validation Phase

Campaign Methodic and Structure

Awareness (Information)Phase	Persuasion - Buy In Phase	Implementation Phase	Validation Phase
• Media • Poster • AFN Spots	• Webclips • Safety Days • AFN Newsletter articels •	• Unit Specific Training • Campaign related Safety Talks & Events al all levels, • Hand on exercises meeting Organizations and Units needs	• Employee Survey • Statistics

Campaign Methodic and Structure

The main goal „reduction of rate and severity of accidents at traffic and transportation“

is pursued by defining sub-goals

in the individual campaign groups e.g.

DRU’s
Tenant Units, Branches

other partnering Army elements like DFAS,DeCCA, DLA, COE, DoDDS, AAFES.

Calendar to bring alive

Awareness (Information)Phase

Persuasion - Buy In Phase

1st Quarter 2010	2nd Quarter 2010	3rd Quarter 2010	4th Quarter 2010
• JAN: Launch Web • FEB: Posters to all Units & Garrisons • MAR Pre-Survey	• APR: Warm-up (Tri Service • MAY: Survey Cont. • Jun: Driving safely to the Workplace (3Day Leaders Training, GE Language)	• JUL: • AUG: Driving safely to the Workplace (3Day Leaders Training US language) • SEP	• OCT • NOV: • DEC

Campaign Methodic and Structure

Campaign Workgroups (suggestions are welcome)

Transport and Material Movement (Mr. Dengler & PMO)

Child Pupils Students (DoDDS, IMCOM

Public Traffic (USAREUR Safety & PMO

AMV Traffic (Master Drivers)

DTS programs (Reinforcement of Standards)

Public Affairs

PROPOSED TIMELINE

Implementation Phase

Validation Phase

1st Quarter 2011

- JAN:
- FEB:
- MAR:

2nd Quarter 2011

- APR:
- MAY:
- JUN:

3rd Quarter 2011

- JUL:
- AUG:
- SEP:

4th Quarter 2011

- OCT : FINAL-Survey
- NOV:
- DEC

Campaign Methodic and Structure

Campaign Workgroups Meeting

19 January 2010

IMCOM-Euro Training Center Schwetzingen

Campaign Contents and Topics

- Suggestion of possible campaign topics. Monthly or quarterly topics to emphasize should be determined

- **Improve cargo safety**
- **Reduce bicycle accidents particularly with children and young people**
- **Reduce accidents at internal transportation**
  - **by cargo transportation (including loading and unloading/handling cargo)**
  - **at combined public and non-public traffic**
  - **on internal traffic routes**
- **Implement traffic safety into the hazard evaluation**
- **Improve rule observance**
- **Impove visibility**
- **Reduce accidents with small transporters**
- **Reduce accidents by using a safe mode of transportation**
- **Reduce rate and severity of motorcycle driver accidents**
- **Increase safety at passenger transportation**
- **Reduce accidents with young drivers/novice drivers**
- **Reduce negative influences (e.g. tiredness/micro sleep, psychological strains, stress, time pressure, drugs, medicines, illnesses, …)**
- **Reduce accidents on heavily traveled roads**
- **Improve safety when working at traffic sites**
- **Reduce accidents associated with privileges and rights of way**
- **Improve knowledge of vehicle safety and mode of transportation**
- **Reduce accidents regarding change of work places**
- **Raise the awareness of the vehicle as a working utility and driving as a work activity**
- **Reduce accidents at rush hours and at night time**
- **Increase use of driver-assistance-systems**

Campaign Methodic and Structure

Other Campaign partners

- Statutory accident insurance provider (UK-Bund)
- BASF – The Chemical Company)

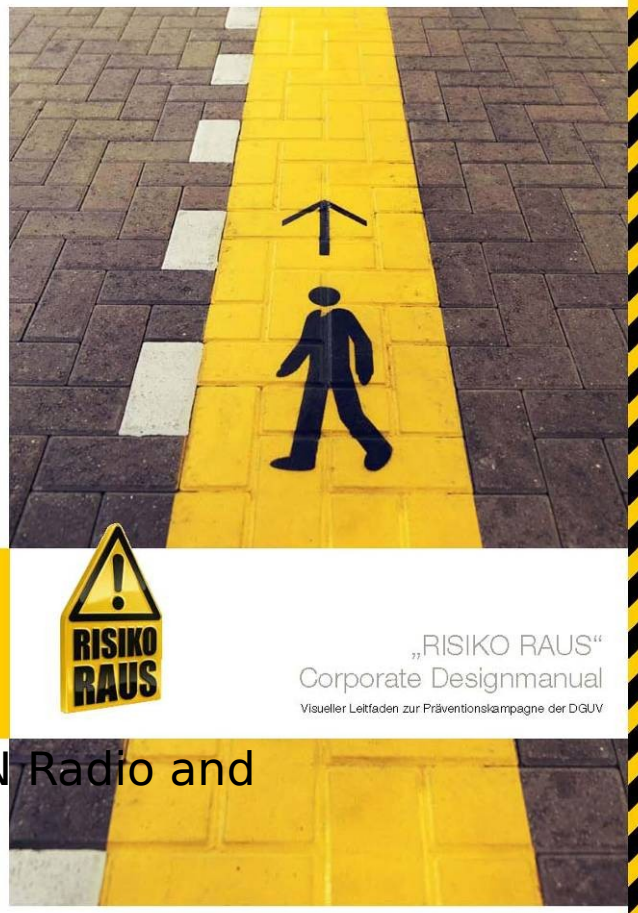
- Federal Ministry of Transport, Building and Urban Development
- Federal Ministry of Labor and Social Affairs
- DVR e.V.
- ZNS Hannelore Kohl Stiftung

Alle Arbeitskreise berichte

Concept of Communication (campaign Logo and Slogan

Measures, Media und Promotional Items:

- Campaign CD
- Internet Campaign Website (www.risk-out.us.army.mil ?)
- Campaign Graphics (Stickers, Poster, Banners)
- Video (Napo), Bicycle and other related video clips)
- Public Affairs (Press Releases, Online, AFN Radio and Television)
- Garrison and Unit Events



Develop WEB Internet Campaign Website (www.Fight-The-risk.us.army.mil (requested)

- Posters (English translation made and validated. Master posters are currently being made and available in eps format in December)
- Personalized Clips (Clips that can be send thru the webpage to friends colleges buddies)
- link to BASF initiative „Safe way to work“
- US campaign related msg’s e.g.
  - EXECUTIVE ORDER: FEDERAL LEADERSHIP ON REDUCING TEXT MESSAGING WHILE DRIVING, Army Safety and Occ Health Objectives for FY 2010
- Consolidated event calendar
- PAO Campign spots (Radio Television, Print Media

My mind is already at my desk
MEIN KOPF IST SCHON AM SCHREIBTISCH
RISIKO RAUS
Achten Sie auf andere!
Auch kleine, unüberlegte Handlungen können ganz plötzlich zu einer großen Gefahr für andere werden. Denken Sie mit.
www.risiko-raus.de

Pay attention to others
Even minor imprudent actions can suddenly lead to putting others at a great risk. Think for yourself and others.

The creative idea “Headless“ (Translations required)

MEIN KOPF IST
BEIM NÄCHSTEN AUFTRAG
RISIKO RAUS
Sicherheit ist Chefsache!
Achten Sie auf sichere Arbeitsbedingungen und unterweisen Sie Ihre Mitarbeiter. Zeigen Sie unternehmerische Weitsicht: Indem Sie durch wirksame Prävention Ihren Geschäftserfolg sichern.
www.risiko-raus.de

MEIN KOPF IST SCHON IM STADION
RISIKO RAUS
Achten Sie auf Ihre Kollegen!
Unachtsamkeit, mangelnder Blickkontakt oder fehlende Sicht gefährden Sie und auch andere. Schalten Sie Ihren Kopf ein.
www.risiko-raus.de

Measures, Media und Promotional Items : New Ways

- Personalised Web-Clips
- E-Books
- Multi-Media-Quiz
- Twitter
- AER Bulletin
- Temporary screensavers
- Event calendar
- Tools e.g.
- distance braking calculator

Gemeinsam etwas bewegen
Die Berufsgenossenschaften und Unfallkassen engagieren sich in der effektiven Präventionsarbeit. Sie sind als branchenspezifische Experten Ansprechpartner für ihre Mitglieder und tragen die Kampagnenbotschaften in die Betriebe und Institutionen.

Initiatives

- Driving safely to the Workplace (Leaders and Works Council members) provided by UK-Bund

  VSI 03/10 vom 15.06. bis 17.06.2010 in Mainz (German language)
  VSI 04/10 vom 03.08. bis 05.08.2010 in Mainz (American language)

- *Drivers Safety Training (8hour hands on training)*

- HN Traffic Safety Day 19.6.2010 Dortmund DGAUM: Congresscenter (US Army in Europe representatives invited)

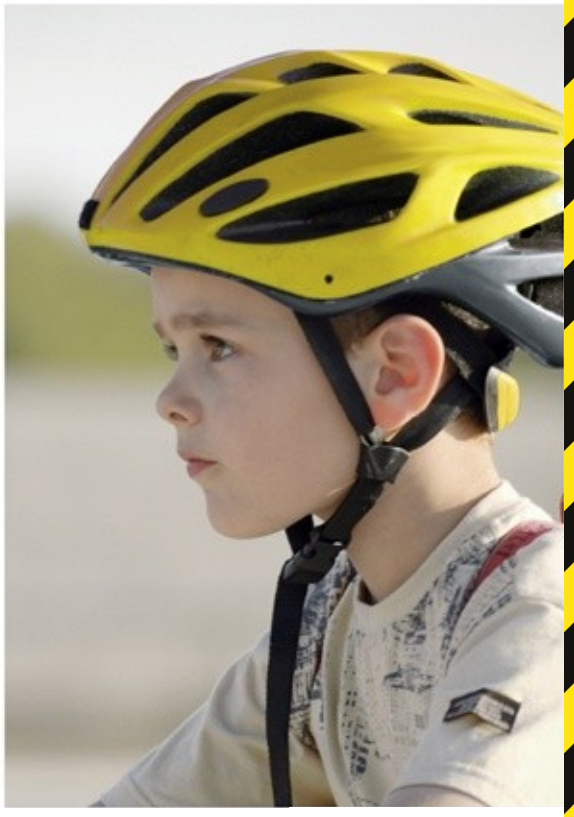
- Workgroup meeting 19 January 2010

- .....
- .....

For Discussion/open Issues

- Workgroups to be established (Volunteers wanted)
- Campaign related themes to be determined (meeting unit and target groups specifics)
- AFN Spots
- Warm-up at TRI SERVICE SAFETY Symposium 2010

- TO BE SOLVED: Funding & Implementation of Drivers Safety Training (8hour hands on training)



Thank you very much
for your attention

www.Fight-The-Risk.us.army.mil (proposal)